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CENTRAL FAX CENTER

App'l. No. 09/818,125  
Am.lt. Dated November 16, 2006  
Reply to Office Action of August 23, 2006

Attorney Docket No. 81747.0191  
Customer No.: 26021

NOV 16 2006

### REMARKS

This application has been carefully reviewed in light of the Office Action dated August 23, 2006. Claims 1-23 remain in this application. Claims 1, 16, 22, and 23 are the independent Claims. Claims 1, 16, 22, and 23 have been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

### Art-Based Rejections

Claims 1-21 were rejected under 35 USC 103(a) over U.S. Patent No. 6,401,074 (Sleeper) in view of U.S. Patent No. 6,430,603 (Hunter); Claims 22-23 were rejected under 103(a) over Hunter in view of Sleeper.

Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

### The Hunter Reference

Hunter is directed to a system and method of permitting commercial advertisers to directly send advertisements electronically to the network for display at locations and times selected by the advertisers. (*See, Hunter; Col. 1, 7-18*). According to Hunter, the system includes a network having a plurality of electronic displays. A customer of the system accesses the system via the internet. (*See, Hunter; Col 2, lines 50-66; Col. 2, line 66 – Col. 3, line 6; Fig. 1*).

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### The Sleeper Reference

Sleeper is directed to a method and system for displaying and/or broadcasting promotional and informational messages to a customer during a retail transaction. (See, *Sleeper*; Col. 1, lines 5-10). According to Sleeper, an augmented point-of-sales (POS) system including capabilities for real-time displaying and broadcasting of commercial information is provided. Each front-end POS is augmented with an auxiliary display for presenting promotional information to a customer during the course of a retail transaction. (See, *Sleeper*; Col. 1, lines 51-57).

### The Claims are Patentable Over the Cited References

The present application is generally directed to a system and method for printing advertising information on a receipt issued by a point-of-service (POS) terminal.

As defined by amended independent Claim 1, a network system has a server system connectable to a client PC via the Internet and to a subscriber POS system having a POS terminal device. The POS terminal device has at least a display device and a printing device. The network system includes (a) means for storing an application page containing an advertising placement application form; (b) means for sending the application page containing the application form to the client PC in response to a request from the client PC; (c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form, wherein the advertising placement information includes information to be printed on a receipt; (d) means for distributing specific data in the input information to the subscriber POS system specified by the client PC; and (e) control means for controlling printing the advertising placement information on the POS system receiving the distribution.

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The applied references do not disclose or suggest the above features of the present invention as defined by amended independent Claim 1. In particular, *Sleeper* and *Hunter* do not disclose or suggest, "means for distributing specific data in the input information to the subscriber POS system," as recited in that claim.

*Sleeper* is directed to a retailer displaying advertising information on a display of its POS system. *Sleeper* discloses the retailer may sell that advertising to product manufactures (*Sleeper*; col. 9, lines 60-66). However, *Sleeper* is silent regarding the retailer or POS system subscribing to receive the advertising information.

In contrast, the Specification of present invention discloses an application/distribution server (ADS). (See, *Specification*; FIG. 1). The Specification further discloses that the ADS distribute the received advertisement information to one or more POS systems subscribing to the service (*Specification*; Page 8, lines 3-15).

Moreover, since *Sleeper* teaches the retailer (POS system) selling directly to the client, *Sleeper* teaches away from subscriber POS system as recited in amended independent Claim 1. *Sleeper* thus cannot be combined with other references to obtain the features in that claim.

*Hunter* is not seen to remedy the deficiencies of *Sleeper*. *Hunter* is directed to a system having advertisers, such as consumer product companies, directly accessing a network of large, high resolution electronic displays (*Hunter*, Abstract). *Hunter* is silent regarding POS systems. Moreover, *Hunter* is also silent regarding features that are analogous to the subscriber POS system as recited in amended independent Claim 1.

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Moreover, Sleeper and Hunter do not disclose or suggest, "means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form, wherein the advertising placement information includes information to be printed on a receipt," as recited in amended independent Claim 1.

Sleeper is silent regarding client PC and application form; therefore, Sleeper does not disclose or suggest the means for receiving and storing input information containing advertising placement information as recited in amended independent Claim 1.

Hunter is not seen to remedy the deficiencies of Sleeper. As discussed above, Hunter is directed to a system having advertisers directly accessing a network of large, high resolution electronic displays. Hunter is silent regarding advertising information including information to be printed on a receipt, and, therefore, means for receiving such information.

Moreover, Hunter cannot be combined with other applied references to obtain the above feature of amended independent Claim 1 for being non-analogous art. Hunter teaches displaying advertising information on *large and high resolution electronic displays*. The video & still image information are inputted via the Video & Still Image Review and Input module 70 (*Hunter*; col. 3, lines 13-21; FIG. 1). Hunter further discloses the information inputted are in maybe in video formats such as NTSC, PAL, SECAM, YUV, YC, and VGA formats (*Id.*). In contrast, the receiving means recited in amended independent Claim 1 is for receiving advertising information including information to be printed on a receipt. Advertisement on a receipt is characterized by small and relatively simple graphics because of POS systems' requirement for throughput. The receiving means for

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advertisement on a receipt that is thus not the same as that for *large and high resolution electronic displays*.

Furthermore, the large and high resolution electronic displays are not capable of printing receipts. Accordingly, Hunter is not analogous art to the subject matter recited in amended independent Claim 1.

Since the applied references, alone or in combination, do not disclose or suggest the features of the present invention as recited by amended independent Claim 1, those references cannot be said to anticipate nor render obvious the invention which is the subject matter of that claim.

Accordingly, amended independent Claim 1 is believed to be in condition for allowance and such allowance is respectfully requested.

Applicant respectfully submits that independent Claims 16, 22, and 23 reciting similar features as amended independent Claim 1 are also allowable for at least the same reasons as those discussed above in connection with independent Claim 1.

The remaining Claims depend either directly or indirectly from independent Claims 1, 16, 22, and 23 and recite additional features of the invention which are neither disclosed nor fairly suggested by the applied references, and are therefore also believed to be in condition for allowance. Such allowance is respectfully requested.

### Conclusion

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

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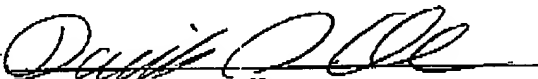
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (310) 785-4721 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,  
HOGAN & HARTSON L.L.P.

Date: November 16, 2006

By



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